1955 CATALOG

62,21

# ROGERS

ESTABLISHED 1876

lds ho Esna Idaho

**SPECIALISTS** 

PEAS BEANS CORN



BONNEVILLE (Rogers)

A Wilt Resistant Top

Quality Canning Variety

MANUSTER MAN

# PEAS—CANNING VARIETIES

ACE (Rogers)  Vine Pod Seed Hardy, Prolif			m	ediun	n sized	and	wrink	ark ble led
Sieve %		2 14	3 20		5 27	6	7	8
ALASKA							58 D	ays
Vine Pod Seed				2	1/2 inc	h, lig	ıht, bl	unt
Rogers Strain Sieve	n: I	2	3	4	5	6	7	8
%	5.5	16	3 28	32	18.5	0	,	0
423 Strain:								
Sieve	1		3			6	7	8
, ,			38					
Smaller sieve Both Strains	wilt	n Ko Resist	gers' ant.	strair	ı but €	equal	in yie	eld.
ALASKA SWEET							58 D	ays
Vine Pod Seed Wilt Resistar				2		h, lig	iht, bl	unt
Sieve %	8		3 15		5 38	8	7	8
BONNEVILLE (R	oaers	)					68 D	avs
Vine Pod Seed Wilt Resistar				me	dium s	medi blunt ized,	um, d t, dou	ark ble
Sieve %	I				5 45	6 27	7 1	8
CHIEF (Rogers)			24 :	.a.h	alt	. h	70 D	•
Vine Pod Seed				2	3/4 inc	h, bl	unt, li	ght
Sieve %	1.5	2 3.5	3 10.5	4 24	5 40	6 20.5	7	8

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### THE STATE OF THE S

## PEAS—CANNING VARIETIES

Pod			23	4 incl	h, ligh	t, blur	nt, dou	der ıble
	esistant.							
Sieve %	e I 6	10		4 27	5 33	6 8	7	8
FAMOUS (	Rogers)						70 D	ays
Vine Pod			31/2	inch	, light	, blun	ıt, dou	ble
	ly, Wilt out yield ize.							
Sieve %		2 4	3 15	4 33	5 39	6 8	7	8
PERFECTIO	N No. 3	26 (R	esistar	nt)			70 D	ays
Pod			31/	4 inch	ı, lighi	t, blun	ıt, dou	ble
High q	uality—h							
Sieve %	2	7	3 19	35	5 33	6 4	7	8
PERFECTIO	N (Wisc	onsin)					72 D	ays
Vine Pod Seed			31/4	inch	, light	, blun	avy, d it, dou	ark ble
	esistant.							
Sieve %	2	_	3 12	33	5 <b>3</b> 5	13	7	8
PERFECTIO	N NEW	LINE	(Resis	stant)			70 D	ays
Vine Pod			28 i	nch, inch	, light	, blun	avy, d it, dou	ark ble
Wilt R	esistant. nt quality	A hig	gh yie	lding	Early	Perf	ection	of
Sieve %	e I	2 4	3 11	4 24	5 32	6 24	7 4	8

# PEAS—CANNING VARIETIES

PRIDE							65 l	Days
Vine				24	inch,	medi	um,	dark
Pod	31	/4 in	ch, k	olunt,	straid	ht, lig	ht a	reen
Seed				me	dium	sized,	wrin	kled
Wilt Resistant.								
Sieve	i	2	3	4	5	6	7	8
%		5	10	22	34	25	3	



## IMPROVED PROFUSION (Rogers)

IMPRO	VED PRO	FUS	ION (I	Roge	rs)			74 D	ays
	ned ded		4 in		ght, s	emi-b	um da blunt, v cream,	well fi	lled
W	ilt Resista	nt.							
	Sieve %	1	2	3	4 26	5 44	6 21	7 2	8

# PEAS—CANNING VARIETIES



SHOSHONE (Rogers)

SHOSHONE (Roge	ers)		30 i	ach r	nediu	m da	70 D	
Pod Seed			inch,	light,		, mos	tly sin	gle
Wilt Resistant.								
Sieve	1	2	3	4	5 25	6 24	7 6	8
SURPRISE Vine Pod Seed				2	24 i 1/2 inc	ch, lic	59 D slim, c sht, bl wrink	lark lunt
Wilt Resistant.								
		0	3 15	4 33	5 29	6 8	7	8

#### THE STATE OF THE S

## PEAS—CANNING VARIETIES



WASATCH (Rogers)
Very early, highest quality
Wilt Resistant Canning Pea.

Seed Wilt	H Resistant. g qualities	Earlie		light, m	blunt edium	, most n size,	63 E rly he ly dou wrin Excel	avy uble kled
Siev	re l	2	3	4	5	6	7	8
%	2	5	12	22	22	6 26	П	
WINNER	(Rogers)	b.			20		58 D	
Vine .							slim, li	
Pod							nall, b	
Seed					very	/ smal	l, smo	oth
Siev	re I	2	3	4	5	6	7	8
%				30	2			
	r Sieve Siz			ska.				

## PEAS-FREEZING VARIETIES

ALDERMAN (Tall	Tele	ephon	e)				72 D	ays
Vine					40 inc	ch, da	rk, he	avy
Pod				41/2	inch	, dark	, poin	ted
Seed					very	large	wrin	ded
Wilt Resistan	t.							
Sieve	1	2	3	4	5	6	7	8
%	1	6	9	18	27	29	10	



# PERFECTED FREEZER

Dark Green Seed Coat and Cotyledon A Smaller Sieve Heavy Producer

PERFECTED FREEZ	ER					70 D	ays
Vine	28	inch, fa	airly	heavy,	med	lium d	ark
Pod		31/2	inch	, light,	blun	t, dou	ble
Seed			m	edium	size,	wrink	led
Wilt Resistant.	Dark	Green	Perf	ection	Type	э.	
Sieve		3			6		8
%	3	9	28	30	25	5	

## PEAS—FREEZING VARIETIES

THOS. LAXTON	(Roge	rs N	o. <b>2</b> 5	51)			62 D	ays
Vine					30	inch, d	dark,	slim
Pod			31	$\frac{1}{2}$ inc		rk gre		
Seed						large,	wrin	ded
Our Wilt R	esistan	t Str	ain	devel	oped	espe	cially	for
the freezing	trade.	. М	ore h	ardy	and	bette	r holo	ling
qualities.					_		_	
Sieve	- 1	2	3	4	5	6	7	8
%	2	5 -	6	15	27	25	20	



# VICTORY FREEZER (Rogers) ALL AMERICA BRONZE MEDAL AWARD

ALL AMERIC	,,, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	7112	11120			_	
VICTORY FREEZER	(Roge	rs)				68 D	,
Vine					inch, d		
Pod		31/	4 inch	, dark	c, blun	t, dou	ıble
Seed	me	dium	size,	dark 🤄	green,	wrink	ded
Wilt Resistant.							
Sieve 1	2	3	4	5	6	7	8
0/	5	-11	24	33	23	4	
An early, high o	juality,	prolif	ic fre	ezing	variet	у.	

## PEAS—GARDEN VARIETIES

58 Days

**ALASKA** 

Vine	28 inch, light, slim
Pod	21/2 inch, light, blunt
Seed	medium size, smooth
Wilt Resistant.	
ALDERMAN (Tall Telephone)	72 Days
Vine	40 inch, dark, heavy
Pod	
Seed	very large, wrinkled
Wilt Resistant.	

AMEER (Claudit-Bountiful)	60 Days
Vine	30 inch, dark, medium
Pod	3 inch, dark, pointed
Seed	large size, smooth
Wilt Resistant.	

DWARF ALDERMAN (Rogers)	76 Days
Vine	22 inch, dark, heavy
Pod	41/2 inch, dark, pointed
Seed	very large size, wrinkled
Wilt Resistant. (Dark Pod Dwarf Telephone.)	

DWARF GREY SUGAR		62 Days
Vine	24 inch, dark,	medium
Pod	23/4 inch, light,	
Seed	small, grey	smooth
Wilt Resistant.		



Streamlined Handling in Our Colfax, Washington Warehouse.

## PEAS—GARDEN VARIETIES

EVERBEARING	80 Days
Vine	26 inch, dark, heavy
Pod	3 inch, light, blunt
Seed	المطابلين مستوليسمير
Wilt Resistant.	and the second s



#### FREEZONIAN ALL AMERICA BRONZE MEDAL AWARD

FREEZONIAN (Rogers)	62 Days	
Vine	30 inches, dark, medium	
Pod31/	2 inches, dark green, blunt	
Seed	large, wrinkled	
Wilt Resistant. Ideal for freezing.		
Broad Full Sized Market Po	d.	
HUNDREDFOLD (Laxtonian)	65 Days	
Vine	20 inch, dark, heavy	
Pod	4 inch, dark, pointed	

.....large, wrinkled

Seed .....

## PEAS-GARDEN VARIETIES



ICER No. 95 SHIPPING PEA

ICER No. 95 (Rogers)

74 Days

Seed	24 inch, coarse, dark 41/2-5 inch, dark, pointed very large, wrinkled proved Giant Stride type.
LAXTON'S PROGRESS	64 Days
Vine	15 inch, dark, heavy
Pod	41/2 inch, dark, pointed
Seed	large, wrinkled
LAXTON'S SUPERB	60 Days
Vine	
Pod	
Seed Sometimes called Early	Bird.
LINCOLN	67 Days
	28 inch, medium heavy, dark
Pod	
Seed	
Wilt Resistant.	Adapted for Freezing
LITTLE MARVEL	63 Days
Vine	18 inch, dark, medium
	3 inch, dark, blunt
Seed	large, wrinkled

## PEAS—GARDEN VARIETIES



ONEIDA (Rogers)

68 Days

ONEIDA (Rogers)

Vine Pod Seed Wilt Resistant. Use—Freezing and Gard	30 inch, dark, heavy 31/ <sub>2</sub> inch, dark, blunt, double large, green, wrinkled len.
PED. EX. EARLY (First & Best Vine Pod Seed Wilt Resistant.	24 inch, light, slender
PREMIER (Rogers) Vine	60 Days 22 inch, medium, heavy 23/4 inch, light, blunt medium size, wrinkled ior and Impd. American

## PEAS—GARDEN VARIETIES

Seed	41/2 inch, dark, pointed
THOMAS LAXTON (Rogers	251) 62 Days
Vine Pod	
VICTORY FREEZER (Rogers)	68 Days
Vine29 inch, dark, medium heavy Pod31/2 inch, dark, blunt, double Seedmedium size, dark green, wrinkled Wilt Resistant—ALL AMERICA BRONZE MEDAL. A high yielding, excellent quality, mid-season variety, ideally suited for home freezing.	
WORLD'S RECORD—EARLY Vine Pod Seed	24 inch, light, medium 31/ <sub>2</sub> inch, dark, pointed



Modern handling methods in Seed Pea warehouse in Idaho Falls, Idaho.

#### BEANS—BUSH GREEN POD

THE STATE OF THE S

BOUNTIFUL

51 Days

Pods are 7 inches long, straight, broad, flat, light green. Seed straw color. Štringless. **GARDEN & CANNING VARIETY** 

**BOUNTIFUL CANNER** 

53 Davs

Growth habit very similar to regular Bountiful, but has a much nicer pod and gives a higher yield. Fibre analysis is very much lower, therefore, an ideal bean for shoe-string style pack.

CONTENDER (Buff Valentine)

55 Days

Pods are 61/2 inches long, slim, near round, dark green and stringless. Seed, buff, lightly mottled. Mosaic Resistant.

MARKET GARDEN & SHIPPING

FULL MEASURE, IMPROVED (Rogers)

60 Days

Pods are 6 inches long, fairly straight, round, dark green. Stringless. Seeds: Reddish brown, mottled with buff. GARDEN & CANNING VARIETY

FULLGREEN (Developed by U.S.D.A.)

54 Days

Pods 51/2 inches long, dark green, round, stringless. Mosaic Resistant and tolerant to several other diseases. Seeds: Mouse grey to olive brown.

GARDEN & CANNING VARIETY

GIANT STRINGLESS

56 Days

Pods are 6 inches long, round, fairly straight, light green. Stringless. Seed: Yellowish brown. **GARDEN & CANNING VARIETY** 

LANDRETH STRINGLESS (Burpees)

54 Days

Pods are 6 to 7 inches long, fairly straight, round, dark green. Stringless. Seed: Light coffee brown. **GARDEN & CANNING VARIETY** 

LONGREEN (Rogers)

56 Days

Pods are 7 inches long, round, straight, dark green. Stringless. Seed: Brownish purple mottled with fawn. GARDEN & CANNING VARIETY

#### BEANS—BUSH GREEN POD



IMPROVED NEW STRINGLESS (Tendergreen)

# ROGERS MOSAIC RESISTANT STRAIN A hardy, more productive improvement

NEW STRINGLESS (Tendergreen) Impd.

56 Days

Pods are 6 inches long, round, dark green, and straight. Stringless. This strain is MOSAIC RESIST-ANT. Seed: Brownish purple, mottled fawn.

**GARDEN & CANNING VARIETY** 

### PLENTIFUL (Black Seeded Bountiful)

53 Days

Pods similar to Bountiful, slightly longer and darker green. Straight. Stringless. Seed: Black.

**GARDEN VARIETY** 

#### REFUGEE, IDAHO

66 Days

Pods are 51/2 inches long, round, slightly curved, medium green. Stringless. Mosaic Resistant. Seed: Purple splashed with buff. CANNING VARIETY

#### BEANS-BUSH GREEN POD

#### ROGERS SENSATION REFUGEE

64 Days

No. 1066

Pods 51/2 inches long, round, straight, medium green and stringless. Mosaic Resistant. Seed: Purple splashed with buff. CANNING VARIETY

#### ROGERS SENSATION REFUGEE

67 Days

No. 1071

Pods 51/2 inches long, round, straight, medium green and stringless. Mosaic Resistant. Seed: Purple splashed with buff. CANNING VARIETY

#### RUBY DWARF HORTICULTURAL

56 Days

Pods 4 to 5 inches, broad, flat, dark green, streaked with red. Stringless. Seed: Cream splashed with red.

GARDEN VARIETY



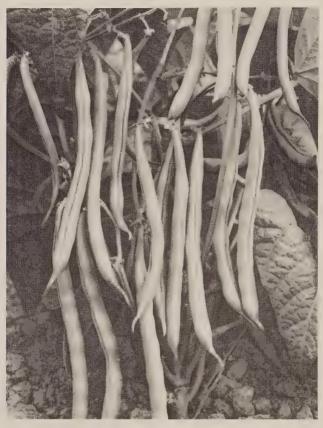
SEMINOLE

SEMINOLE

60 Days

Pods 6 inches long, round, straight, smooth, dark green, and stringless. Developed at Everglades Experiment Station of the University of Florida. Claimed resistant to common mosaic, rust and mildew. Seed: Brown mottled.

#### BEANS—BUSH GREEN POD



SLENDERGREEN (Rogers)

## SLENDERGREEN (Rogers)

56 Days

A new early bush bean. Pods 6 inches long, round, straight, slim and dark green. Stringless. Uniform maturity. Seed: Purple splashed with buff. Similar to Tendergreen in color with slimmer, smoother pod.

#### **GARDEN & CANNING VARIETY**

## STREAMLINER (Granda)

50 Days

Pods are 7 to 8 inches long, flat, tender in early stages and stringless. Seed: White.

**GARDEN VARIETY** 

#### STRINGLESS BLACK VALENTINE

55 Days

Pods are 6 inches long, narrow, oval, dark green, good quality, stringless. Seed: Black

**GOOD SHIPPER** 

#### BEANS-BUSH GREEN POD

#### STRINGLESS RED VALENTINE

54 Days

Pods are 5 inches long, round, somewhat curved. A selection from Red Valentine. Seed: Red splashed with buff.

GARDEN VARIETY



SUPERGREEN (Rogers)

## SUPERGREEN (Rogers)

58 Days

This All-America Bronze Medal Winner produces a 6 to 7 inch long, slim, smooth, round, dark green and stringless pod. Seed: Light brown mottled with buff.

#### BEANS-BUSH GREEN POD

#### TENNESSEE GREEN POD

52 Days

Pods are 7 inches long, very broad, flat, dark green.

Stringy. Very popular in the South. Seed: Broad, flat, dark brown.

GARDEN VARIETY



TOPCROP

#### **TOPCROP**

52 Days

Vine is 15 to 17 inches high. An early maturing variety with concentrated pod set and high yield. Pods are 51/2 inches long, stringless, round, dark green. Mosaic Resistant. Seed: Brown with buff mottle.



Our Twin Falls, Idaho Warehouse.

#### BEANS—BUSH GREEN POD



WADE'S BUSH

ALL AMERICA GOLD MEDAL AWARD.

#### WADE'S BUSH

65 Days

Pods 51/2-6 inches long, straight, meaty, dark green and stringless. Seed: Purple-Brown. Mosaic Resistant. Adapted for Freezing.

#### BEANS—BUSH WAX POD

THE PROPERTY OF THE PARTY OF TH

BRITTLE WAX (Round Pod Kidney)

62 Days

Pods are 6 inches long, very slightly curved, round, yellow, stringless. Seed: White with black eye.

GARDEN & CANNING

CHEROKEE WAX

58 Days

Pods 6 inches long, flat to oval, deep yellow, stringless. An improved type of Sure Crop Black Wax with narrower pod. Seed: Black. GARDEN VARIETY

DAVIS STRINGLESS WHITE WAX

52 Davs

Pods are 6 to 6½ inches long, flat, slightly curved, light yellow, stringless. Seed: White.

**GARDEN VARIETY** 

KINGHORN WAX (White Seed)

62 Days

Pods 6 inches long, slightly curved, round, yellow, stringless. Seed: Pure White. An Improved higher yielding Brittle Wax type.

GÁRDEN & CANNING VARIETY

PENCIL POD BLACK WAX

65 Days

Pods are 51/2 to 6 inches long, round, slightly curved, yellow, stringless. Seed: Black. GARDEN VARIETY



PUREGOLD WAX (Rogers)
Mosaic Resistant. Deep Yellow
ALL AMERICA BRONZE MEDAL AWARD

PUREGOLD WAX (Rogers)

65 Days

Pods are 51/2 to 6 inches long, slim, round, very golden yellow, stringless. Seed: White with light brown around the eye. Mosaic Resistant. A very prolific wax bean of highest quality.

#### BEANS—BUSH WAX POD

PUREGOLD WAX EARLY (Rogers)

62 Days

Essentially identical to regular Puregold Wax but matures approximately three days earlier. Mosaic Resistant.

**GARDEN & CANNING VARIETY** 

ROGERS SENSATION WAX NO. I

55 Days

Pods 51/2 inches long, slim, deep golden yellow, straight, round and stringless. Very concentrated podding habit. A very prolific early wax variety. Seed: White with brown eye.

**GARDEN & CANNING VARIETY** 

SURE CROP (Bountiful Wax)

62 Days

Pods are 61/2 inches long, flat, straight, deep yellow, stringless. Seeds: Black. GARDEN VARIETY

TOP NOTCH GOLDEN WAX (Impd. Gold.) 50 Days Pods are 5 inches long, flat, straight, yellow, stringless. Seed: White with brown eye.

**GARDEN VARIETY** 

## M. M.

#### BEANS—POLE

BLUE LAKES, BLACK SEEDED (Rogers) 65 Days

Vine 5 foot, dark green. Pods 7 inches, straight,
round, stringless. Resistant to Common Bean Mosaic.

Seed: Black. GARDEN & CANNING VARIETY

Vines 5 foot, vigorous. Pods 7½ inches, round, curved, silver green. Stringless when young. Seed: Light brown, flat oval. GARDEN VARIETY

ST. LOUIS PERFECTION

62 Days

Vine 5 foot, large, medium green, open leaves. Pods 8 inches, straight, round, fleshy, silvery green. Stringless in the young stages. Seed: White, very plump. Sometimes called White Kentucky Wonder.

GARDEN VARIETY

#### BEANS—BUSH LIMA

#### CLARK'S BUSH

67 Days

Resembles Henderson Bush in plant and pod but has green cotyledons. It is a heavy yielder. Pods three inch, curved, flat, dark green with three to four beans. Seeds small and mainly pale green.

CANNING & FREEZING VARIETY

#### FORDHOOK, CONCENTRATED

72 Days

Plants are stocky without tendrils. The majority of pods are set in the lower portion of the plant. Pods and seeds are slightly smaller than Regular Fordhook. Very prolific. Seed: Creamish green and light green. CANNING & FREEZING VARIETY

#### FORDHOOK 242 BUSH

70 Days

A top ranking All-American vegetable. Similar to Regular Fordhook but pods are shorter and uniformly curved. Most pods contain four seeds that shelled are identical to regular Fordhook. 242 has outstanding ability to set under adverse conditions, particularly in high temperatures. Excellent quality. Recommended for freezing. Seed: Creamish green and light green.

#### HENDERSON BUSH

65 Days

Bush 16 inch, erect, runnerless, dark, glossy green. Pods 31/2 inch, curved, flat, dark green with 3 to 4 beans. Seed: Small, white, flat.

**CANNING & FREEZING VARIETY** 

#### IMPROVED EARLY THOROGREEN BUSH

65 Days

Bush 16 inches, erect, runnerless, dark, glossy green. Pods 31/2 inches, curved, flat with 2 to 4 beans. Same habits as Henderson Bush, except for distinguishing feature of green cotyledons. Seed: Green except for lighter shades bleached.

**CANNING & FREEZING VARIETY** 



Self pollinating sweet corn at Caldwell, Idaho.

#### BURBANK BANTAM

80 to 84 Days

Ears 7 to 8 inch, with 12 to 14 rows of deep, yellow kernels. Equal in flavor to 8 row Bantam. Stalks 51/2 to 6 feet. Produces well under adverse conditions. Among the best of the open pollinated varieties for garden and market.

### CARMELCROSS (Hybrid)

75 Days

Ears 71/2 inches, 12-14 rows broad, medium depth yellow kernels. Stalk 5 to 51/2 foot. Taller stalk and more slender ear than Marcross. An early mid-season, widely adapted hybrid giving a high yield of good quality corn for market garden and for early canning and freezing. Originally released by the Connecticut Experiment Station.

#### COUNTRY GENTLEMAN

95 Days

Ears, 7 to 8 inches. Deep, white, slender, kernels with no row formation. Tender, sweet, excellent flavor. Small cob. Flag leaves. Stalk 61/2 to 71/2 feet. Used primarily for home gardening.



COUNTRY GENTLEMAN ILL. NO. 13

## COUNTRY GENTLEMAN ILL. No. 13 (Hybrid) 92 Days

Ears 8 inches with narrow, deep, white kernels. Stalk 8 to 81/2 feet. Has white interior silk and excellent holding qualities. A high yielding, top quality Country Gentleman Hybrid developed by W. A. Huelsen of the University of Illinois.

#### **GOLDEN BANTAM 8 ROWED**

78 to 80 Days

Ears 6 to 8 inches with 8 rows of kernels of finest flavor and sweetness. Usually produces two ears per stalk. Stalks 51/2 to 6 feet. An excellent selected strain. Hardy and well known.



**GOLDEN BEAUTY** 

1955 ALL AMERICA SILVER MEDAL WINNER.

## GOLDEN BEAUTY (Hybrid)

70 Days

A new early, yellow market and home garden hybrid introduced by Mr. W. H. Lachman of the University of Massachusetts.

Stalks 5 feet. Ears 7-8 inches long and slightly tapered, with 12-14 rows of medium width, good yellow, kernels. This hybrid yields well and has good quality factors. Maturity is approximately a day earlier than Marcross.

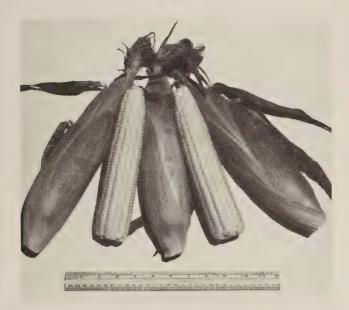


GOLDEN CROSS BANTAM (Rogers)

## GOLDEN CROSS BANTAM (Hybrid)

88 Days

Ears 8 to 81/2 inches with 12 to 14 rows of golden kernels. Sweet and tender. Heavy yielder, resistant to wilt. Very uniform. Stalk 6 to 61/2 feet. A hardy top quality corn. The foremost yellow hybrid on the market today. Very wide range of adaptability. Used for garden, market, canning and freezing. Developed by Glenn M. Smith of Purdue University and the U.S.D.A.



#### **GOLDEN EARLIPAK**

#### GOLDEN EARLIPAK (Hybrid)

74 Days

Developed in our breeding program for first early canning and freezing use, but equally suited for market planting. Especially adapted to areas where short growing season precludes use of slower maturing hybrids.

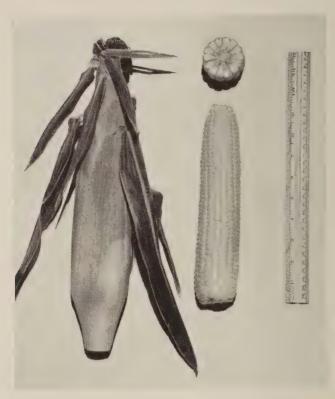
Stalk 6-61/2 feet. Ears 81/2-9 inches, predominantly 12 rows and with tender and sweet kernels of medium depth and good yellow color. A good yielding early hybrid adapted for mechanical harvesting.

## GOLDEN HARVEST (Hybrid)

88 Days

A new yellow hybrid developed by Glenn M. Smith of Purdue University and the U.S.D.A. Very similar in plant, ear type, kernel character, yield and season to Golden Cross Bantam, but has important advantage of white silks inside husks. Ears are more cylindrical, filled better at ear tips and straighter rowed than Golden Cross. High percentage of perfect ears for corn-on-the-cob pack.

Very uniform 8 inch ear, 12-14 rows. Kernels medium width and depth. Stalk  $6\frac{1}{2}$ -7 feet. For garden, market, canning and freezing.



#### GOLDEN NUGGET

#### GOLDEN NUGGET (Hybrid)

89 Days

A Rogers introduction for the canning and freezing trade. A high yielding midseason, yellow hybrid of exceptionally good quality.

Stalk 71/2 to 8 feet, I to 2 tillers, ears borne well up from the ground level for ease of harvesting. Easy snapper. Ears 8 to 81/2 inches, cylindrical, I2 to 16 good uniform rows, long husk cover. Kernels medium yellow, medium width and depth, very tender and sweet.

### HOOSIER GOLD (Hybrid)

84 Days

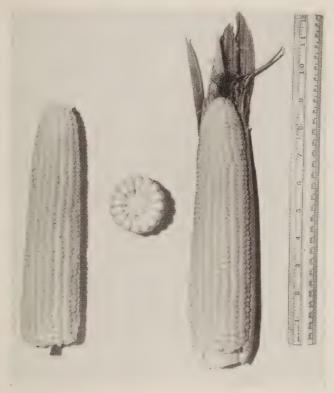
A new heavy yielding yellow hybrid developed by Glenn M. Smith of Purdue University in cooperation with the Bureau of Plant Industry, U.S.D.A. Normally 3 to 5 days earlier than Golden Cross Bantam.

Stalks 51/2 foot, 2 to 3 tillers. Ears 8 to 9 inches, 12 to 14 rows of medium depth, light yellow kernels. Very good flavor and tenderness. Holds quality well. Long, dark green husk and flag leaves make excellent market appearance. A promising hybrid for early canning, market and garden use.

IOANA (Hybrid)

90 Days

Ears 81/2 inches, very uniform, cylindrical, with 12-14 straight rows of medium width, light yellow kernels of excellent quality. Sturdy 7-71/2 foot stalk with few tillers. A high yielding hybrid for canning and market gardening. Developed and released by Dr. E. S. Haber of Iowa State College.



**IOCHIEF** 

IOCHIEF (Hybrid)

89 Days

An outstanding yellow hybrid developed by Dr. E. S. Haber of Iowa State College. Iochief has a top rating on basis of yield and cutting percentage. Excellent performance under drought conditions. Good flavor and tenderness.

Stalk 7 to 71/2 feet and virtually tillerless. Ears set well up on stalk for ease of harvesting. Ears 81/2 to 9 inches long, cylindrical, filled to tips and with 16 to 20 rows of very deep, narrow kernels. A clean silker. Good husk coverage. Holds prime quality well in the field.

High yield, top cut per ton, good color and quality plus refined kernel character combine to make lochief an ideal canning and freezing hybrid.

## LINCOLN (Hybrid)

82 Days

Ears 8 to 81/2 inches with 14 to 18 rows, medium narrow kernels. Stalks 61/2 to 7 feet, erect, resists lodging and ears borne high. A cross of inbreds P39xC23. Primarily for market gardeners wanting large early ears. Good yielder. Developed by the Connecticut Agricultural Experiment Station.

#### MARCROSS C13x6 (Hybrid)

71 Days

Ears 7 to 71/2 inches with 10 to 14 rows of rather large, yellow kernels. Fairly good quality. Stalks 41/2 to 5 feet. An early garden and market corn well known in all corn growing areas. A prolific producer. Introduced by the Connecticut Agricultural Experiment Station.

## MARCROSS NORTHERN (Selected Top Cross)

68 to 73 Days

Ears 7 to 8 inches with 14 to 16 rows of medium width, yellow, deep kernels. Sweet, tender. Stalks 51/2 to 6 feet. A popular, large eared, early corn for market garden.



Caldwell, Idaho, Plant



#### MELLO-GOLD

### MELLO-GOLD (Hybrid)

85 Days

Our new development for an early canning and freezing corn. Holds well in the field and gives good cut corn recovery.

Very sturdy 71/2 foot stalk with good root system. Very few tillers. Lodging resistant and drouth tolerant. Ears 8-81/2 inches. 12-16 rows of medium width, bright, glossy yellow kernels of good quality. Yields well. Very tolerant to Stewart's Wilt.

# NARROWGRAIN EVERGREEN ILL. 14x11 (Hybrid)

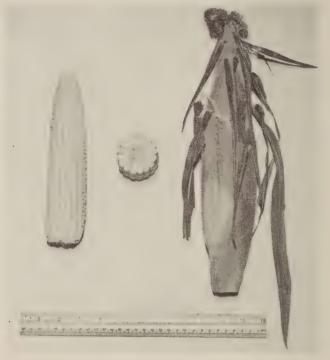
93 Days

Ears 8 inches with 18 to 22 rows of deep, slender, white kernels of fine quality. A few flag leaves. Stalk 8 feet. Good yield. Produces a more refined kernel than 14 x 13. Originated by W. A. Huelsen of the Illinois Agricultural Experiment Station. A garden and canning hybrid.

NARROWGRAIN EVERGREEN ILL. 14x13 (Hybrid)

93 Days

Ears 8 inches with 16-20 rows of very deep, medium width, white kernels. A good quality Narrowgrain. Few flag leaves. Stalk 8 foot, well rooted. A high yielder popular as a canning hybrid. Originated by W. A. Huelsen of the University of Illinois.



#### **PROSPECTOR**

PROSPECTOR

89 Days

A new, prolific, golden hybrid developed for the market and processing trade. Has high cutting percentage and attractive, refined kernel character.

Stalk 8-81/2 feet, few tillers. Ears 8-81/2 inches, 16-18 rows, uniform and with long husk cover. Kernels medium yellow, narrow, deep and of good quality. Normally produces two good ears set well up from ground for easy harvesting.

SPANCROSS (Hybrid)

66 Days

Ears medium 6 to 7 inches with about 12 rows of yellow kernels. Uniform in maturity and good quality. Stalk 4 feet, stocky, ears set low. Extra early, wilt resistant and somewhat resistant to cold. A first-early garden hybrid originated and released by the Connecticut Agricultural Experiment Station.

## CONTRACTOR CONTRACTOR

#### SWEET CORN

#### STOWELLS EVERGREEN

95 to 100 Days

Ears 8 to 9 inches, 16 rows of deep, white kernels. Stalk 7 to 8 feet with very few suckers. Bred from selected, hardy strains. A high yielding, large eared Stowells for canning, market and gardening.

#### STOWELLS EVERGREEN (Hybrid)

95 Days

Ears 81/2 inches with 16 to 20 rows of medium width, white kernels. Stalk 8 feet with very few tillers. Good quality. Narrower kernels, more uniform in plant type and maturity than open pollinated Stowells Evergreen.

#### TENDERGOLD (Selected Top Cross)

77 Days

Ears 7 to 71/2 inches with 12 to 16 rows of golden, narrow, deep kernels. Sweet, tender, fine quality. Stalks 5 to 51/2 feet. A hardy strain of satisfactory yield for canning, market or home gardening.

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HUGH P. DORR Eastern Representative

Hoosick Falls, N.Y. Phone: 168R

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HARVEY W. MAUTH Western Representative

614 South 20th Ave., Caldwell, Idaho Phone: 9-2634

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H. G. "JERRY" WASHBURN Southern Representative

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## MEMORANDUM

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## ROGERS BROTHERS SEED CO.

Sales Office and Production Headquarters IDAHO FALLS, IDAHO





THE SEAL OF QUALITY

# OGERS "Blood Tells"